



CALPEEK

CALIFORNIA POLITICAL WEEK

P.O. BOX 1468, BEVERLY HILLS, CA 90213 (310) 659-0205
Dick Rosengarten, Publisher

VOL. XIV
No. 30

AUG 10, 1992

DOG DAYS OF SUMMER FOR BUSH & CALIF. GOP.

Editor's note: For Calif. Republicans, the news out of the George Bush reelection camp has been BAD all summer. Example: on July 29, U.S. Labor Sec. Lynn Martin traveled to Sacto to open the Bush-Quayle HQ and was met with news saying Aerojet, a major area employer, planned to fire another 600 workers. That's typical of what's been happening. Here is CALPEEK's analysis...

...Numerous Calif. GOP campaign consultants agree the Bush-Quayle reelection effort is in very DEEP trouble. Why? A combination of bad luck, bad timing, bad gossip (will Bush dump Quayle), bad press (editorials requesting Bush to step aside) and a VERY BAD economy, especially in Calif. This is why there are many CA GOP consultants who think Bush could lose Calif. in November. These same consultants are NOT sure about the U.S., but they don't rule that out...

...The polling data certainly confirms the worst, with the Field Poll showing Demo Bill Clinton with a huge 62% to 28% lead over Bush. A more conservative survey by Fairbank, Maullin & Assoc. shows Clinton with a 52% to 26% lead here in CA...

...Of course, the BIG fear right now is that Pres. Bush may have a negative impact on the rest of the GOP ticket in Calif. In other words, TOP OF THE TICKET BLUES. Example: Democratic U.S. Senate candidates Dianne Feinstein and Barbara Boxer continue to lead their GOP rivals, appointed U.S. Sen. John Seymour and Bruce Herschensohn, by substantial amounts. The new Field Poll shows DiFi with a 55% to 37% lead over Seymour, while Boxer has a 49% to 31% lead over BH. Yes, early polls aren't as important as later surveys - except when it comes to FUNDRAISING. Lousy poll numbers can mash a campaign. FYI: you didn't see either Seymour or BH with Bush on his most re-

cent trip to Calif., but Gov. Pete Wilson, who also has a problem with unfavorable poll numbers, was there. As a CALPEEK source noted, "Bush even manages to make Pete look good."...

...What about the rest of the Calif. GOP ticket? Several consultants are waiting to see what happens, but historically they note voters do tend to separate candidates lower down on the ballot from those at the top of the ticket. In other words, all politics is local. But with the bad economy, the Perot factor, and a Bush-Quayle campaign which is sputtering, it may be a difficult road ahead for GOP consultants and candidates alike. Stay tuned...

CAMPAIGN '92: UPDATE ON KEY NOV. 3 RACES.

Editor's note: This week CALPEEK focuses on U.S. House races in the 38th, 22nd, 21st and 11th C.D.s...

- But first, this item from Roll Call, the influential Capitol Hill insider newspaper. Roll Call's MOST VULNERABLE INCUMBENT House members (The TOP 25) — #9 U.S. Rep. Frank Riggs(R-1st C.D.); and #25 U.S. Rep. George Brown(D-42nd C.D.). In the U.S. Senate (The TOP 10) — #1 U.S. Sen. John Seymour(R-CA)...

- 38th C.D. - This is the Long Beach C.D. due to be vacant with the retirement of U.S. Rep. Glenn Anderson(D). But unlike the 56% Demo registration that Anderson once enjoyed, this new district has only a 48.33% Demo vs. 40.15% GOP registration, meaning it leans Republican. While Anderson isn't on the 1992 ballot, his step-son, Long Beach Councilman Evan Anderson Braude, will represent the Demos. His GOP rival is the former president of Cal State Univ. at Long Beach, Steve Horn...

{Continued Next Page}

CALIFORNIA POLITICAL WEEK (ISSN 0195-6175) IS AN INDEPENDENT, NONPARTISAN NEWS ANALYSIS BULLETIN OF CALIFORNIA POLITICAL WEEK, INC., A CALIFORNIA CORPORATION. TELEPHONE: (310) 659-0205. ADDRESS: P.O. BOX 1468, BEVERLY HILLS, CA 90213. \$97.00/YEAR. PUBLISHED WEEKLY, 44 WEEKS PER YEAR. COPYRIGHT BY CALIFORNIA POLITICAL WEEK, INC. THIS TRADEMARK REGISTERED WITH THE CALIF. SEC. OF STATE. REPRODUCTION IN WHOLE OR PART REQUIRES EXPRESS PERMISSION. ALL RIGHTS RESERVED. 1ST CLASS POSTAGE PAID AT LOS ANGELES.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

...Both candidates have new campaign management teams. Horn has hired consultant Ron Smith, a very able manager despite a poor June primary. Horn is a Pro-CHOICE moderate who refuses to take PAC money. Braude and his primary handlers, Adler Wilson Campaign Services, parted company in a not so friendly manner when Braude told them his MOTHER, Lee Anderson, would be the key consultant for the general. A-W was offered a minor role in the campaign but declined. According to several CALPEEK sources, Lee Anderson's campaign skills are somewhat out of date, but she's regarded as a good fundraiser. Daily management will be left to Amy Pritchard from D.C., who ran 6th C.D. candidate Denis Rice's Demo primary. Fairbank, Maullin & Assoc. will continue with the polling...

...Bottomline: with registration and Smith aboard Horn's campaign, CALPEEK rates Horn a slight favorite for now UNLESS Braude himself gets out to walk. Braude's reputation: very bright but doesn't like to walk precincts...

- 22nd C.D. UPDATE - Still no final resolution as to what U.S. Rep. Robert Lagomarsino(R) plans to do in the fall. Lago lost the GOP primary to challenger Michael Huffington and since June 2nd there's been serious talk about a WRITE-IN campaign for Lago. Since the last CALPEEK update in late July, the pro-Lago forces have taken out more newspaper ads and there's an on-going letters to the editor WAR between the two GOP camps. Lagomarsino supporters are outraged that Huffington spent \$3.4 million to "buy" the seat. Lago spent \$400,000 in the primary, which is considerable for an incumbent with 9 terms under his belt and generally well liked. As for Huffington's Demo rival, Santa Barbara Co. Sup. Gloria Ochoa, she's not waiting around and has challenged Huffington to debate. According to Ochoa's campaign, Huffington has accepted debate invitations and then cancelled them - thus leaving him open to the charge that he's ducking debates. Ochoa says Huffington is very much like Pres. George Bush: born with money and has NO understanding of key issues impacting working people...

- 21st C.D. - This is the Kern Co. turf of U.S. Rep. Bill Thomas(R-Bakersfield).

The new 21st has a 42.22% Demo vs. 46.77% GOP registration, meaning it's solid Republican territory. In the primary there was no Demo on the ballot, but two Demos waged a WRITE-IN campaign. The winner was attorney Debra Vollmer, who needed 1,377 votes and got more than 1,400. Therefore, she has qualified as the official Demo challenger against Thomas. Kern Co. Demo Central Cmt. member Glen Shellcross will manage her campaign. She'll be vastly underfunded, but is hoping that Thomas's 119 overdrafts at the House bank will be enough to offset her lack of funding. It's a good issue, but realistically Thomas is still a solid favorite to win reelection...

- 11th C.D. - In this OPEN district in the San Joaquin-Sacto Co. area, the rivals are Tracy Councilman/rancher Richard Pombo (R) and Demo Patricia Garamendi(D), wife of the CA insurance commissioner. New polling data from Garamendi's pollsters (Fairbank, Maullin & Assoc.) shows the Demo with 41%, Pombo with 25% and 34% undecided. Sample size 400 registered voters. Stay tuned...

RUSSO-MARSH BACK HOME AFTER PEROT DISASTER. Sacto-based campaign consultants and partners Sal Russo and Tony Marsh are now back in Calif., still recuperating from what insiders now call "The Texas Disaster," aka The Ross Perot for President Campaign. The two GOP consultants signed onto the Perot campaign at the urging of Russo's former partner, Ed Rollins, who managed the short-lived Perot campaign...

...Soon after signing on with Perot, the two GOP consultants became the target of a well-orchestrated HIT to harm their firm. CALPEEK sources say the effort to hurt RM&A was led by the RNC and the White House. Russo and others have confirmed this. The aim was to get RM&A clients to leave the Sacto firm and sign on with other GOP consultants. As far as CALPEEK can tell, of the primary winners, only GOP assembly candidates Richard Rainey and Ted Weggeland signed with other firms as a result of the Perot flap. The bulk of the RM&A clients have remained with the firm, including GOP assembly candidates Bill Morrow and Dick Daleke, State Senate candidate Dave Kelley, House candidate Buck McKeon and U.S. Reps. Al McCandless and Duke Cunningham. One RM&A client was told not to expect ANY

national GOP help if he stayed with the firm. That's hardball politics, but in this particular case it won't mean much since the RM&A client is in a very safe GOP district...

...While they were away, RM&A hired Ron Rogers from State Sen. Ken Maddy's staff to look after things. Rogers has always been a part of what Russo calls "the extended family." Rogers will remain with the firm through the Nov. 3 general election. Stay tuned...

LOCAL ELECTIONS '92: CITY-COUNTY ROUNDUP.

Editor's note: Here is a brief report on some CITY and COUNTY elections...

- L.A. MAYOR'S RACE - Lots of activity in this contest which is not due to take place until April of 1993. Councilman Mike Woo has declared his candidacy for mayor and like Demo Assemblyman Richard Katz and Councilman Nate Holden, Woo also has filed a declaration of intent to raise money for this office. Councilman Joel Wach is expected to make an announcement about his future plans in the next few days, while L.A. Mayor Tom Bradley is waiting until September before making an announcement. Woo has been a longtime Bradley supporter, so there is speculation that Woo's early entry may be a tip off as to Bradley's future plans. But some insiders don't buy that. Woo must give up his council job to run. He has hired the D.C. campaign/media team of Squier, Eskew, Knapp & Ochs, with Vicky Rideout moving over from city hall staff to run the daily operation. While SEK&O has a good national reputation, their experience in Calif. is minimal. Woo is considered a good fundraiser and was the first councilmember to call for the resignation of former LAPD Chief Daryl Gates after the Rodney King beating. While that may play well in South Central L.A. and in some parts of West L.A., it won't fly in the conservative San Fernando Valley where Gates was popular...

- TRINITY COUNTY - Is incumbent Dee Potter IN or OUT as a county supervisor? It is a question still up in the air, even after the most recent RECOUNT of votes, which took place Aug. 3. Challenger Robert Huddleston was declared the winner after the June 2nd primary, but a recount was order-

ed because of confusion over a write-in candidate, Harris Mitchell. With the recount complete, Huddleston has 549 votes, Potter 391 and Mitchell 156. As of now, Huddleston is the outright winner by a single vote, but 29 total ballots have been challenged. The whole matter will be taken up shortly by Shasta Co. Judge Donald Kennedy. We'll keep you posted...

- L.A. COUNTY DA's RACE - Challenger Gil Garcetti has released a new poll which has him leading incumbent DA Ira Reiner by a 44% to 25% margin, with the rest undecided. The survey by Fairbank, Maullin & Assoc. was taken from July 21-23, sample size 650 countywide. Interestingly, of those in the recent survey who did NOT vote for either Reiner or Garcetti, Garcetti holds a 61% to 12% advantage...

- SHASTA COUNTY - This northern Calif. county of 143,000 has an interesting runoff election featuring incumbent Sup. Francie Sullivan, running for a 2nd term, against 23-year-old Devin Statham, son of GOP Assemblyman Stan Statham. Sullivan got 31.5% in the primary against 3 challengers. Statham got 26%. In the other runoff, businessman Irwin Fust led a field of 5 for the seat of retiring Sup. Robert Bosworth. Fust's opponent is businessman Dick Heil...

- L.A. COUNTY - In the battle to replace retiring Sup. Kenneth Hahn, the two runoff opponents are both in the process of making major changes in their campaign teams. Runner-up Yvonne Burke has hired Sacto consultant Richie Ross to handle mail and media work. Herb Wesson remains as Burke's day-to-day mgr. State Sen. Diane E. Watson (D-L.A.), who finished ahead of Burke in the primary, has now hired her 3rd consultant of the campaign, Alma Fitch of L.A.-based Fitch/Davis Associates. Gossip is that Ms. DEW wants to hire consultant Bill Carrick for mail & media and John Plaxco for fundraising, but nothing has been signed as CALPEEK hit deadline. Stay tuned...

CALPEEK'S CONSULTANTS DIRECTORY ON SALE.

The 1991-92 edition of CALPEEK's Directory of Campaign Consultants is now on sale. The cost is \$15 for subscribers and \$40 for non-subscribers. CA sales tax included. For info (310)659-0205...

WESSELL & HALL LAUNCH ABSENTEE SLATE CARD.

Campaign consultants Lynn Wessell and Tom Hall have joined forces to promote what is being called The Official Absentee Voter Guide - a slate card that will be mailed to high propensity AV voters the week of Oct. 12. The labeling will be supplied by Below, Tobe & Associates of L.A. As to whether this new slate will target Demo or GOP voters, that hasn't been decided. It may depend upon who buys at the TOP OF THE TICKET - or the OAVG may go to both. Hall and BT&A generally work on behalf of Demos, while Wessell is a GOP consultant...

SACTO LOBBYIST BESERRA TO SHOW OFF ARTWORK.

The new work of artist AND lobbyist Sarah Beserra will be displayed at a special showing for legislators, staffs and lobbyists from 5:30 to 7:30 p.m., Aug. 11 at the offices of George R. Steffes, 1201 "K" St., Ste. 850, Sacto. The showing will feature about 30 handpainted clay houses, 10x12. Beserra has been working as a lobbyist for Steffes for 14 years and began her ceramic career about 4 years ago...

U.S. SURGEON GENERAL NOVELLO AT WIPA EVENT.

U.S. Surgeon General Antonia Novello, M.D., will discuss women's health care issues, including AIDS and smoking, when she speaks to Women In Public Affairs(WIPA), 11:30 a.m. reception, 12 noon lunch, Aug. 13, Lawry's Calif. Center, L.A. For info & RSVPs, call Anne Louise Rice at (213)236-1877...

COUNCILMAN BERNSON AT L.A. CURRENT AFFAIRS.

L.A. Councilman Hal Bernson will present a legislative overview of the "The San Fernando Valley" when he addresses members of the L.A. Current Affairs Forum, 11:30 a.m. reception, 12 noon lunch, Aug. 24, University Club, downtown L.A. The reception will be hosted by So. CA Gas Co. For info & RSVPs, call Emma Schafer (310)445-8862...

CALPEEK'S ELECTION GUIDE CAN BE COPIED.

Just a reminder: there's nothing sacred about the material contained in CALPEEK's new Election Guide, published Aug. 3rd. Therefore, you have CALPEEK's permission to copy it and distribute it to all your co-workers, friends and relatives...

NEW JOBS, ADDRESSES AND PERSONNEL NOTES.

Editor's note: Here are some items to mark down in your notebook...

- Kamer/Singer & Assoc. of S.F. win 5 PRSA/No. Calif. awards. The firm also wins the campaign of NV Dist. Court Judge Miriam Shearing, who is running to become the first woman ever elected to the NV State Supreme Court...

- The PBN Co. has opened an L.A. office at 5230 Pacific Concourse Dr., Ste. 200, L.A. 90045; (310)643-4578. The office mgr. is Richard Grain, while Monica Prado is an acct. exec...

- COGS - Candidates' Outdoor Graphic Service - has opened a Washington D.C. area office in Silver Spring, MD. Rick Graser is COGS East Coast VP. (301)608-COGS...

- New HQ for GOP direct mail fundraising firm of WS Direct - 2425 W. Olympic Blvd., Ste. 590-E, Santa Monica, CA 90404. New phone is (310)453-4330...

- Although we carried news about Steve Swatt's departure from KCRA-TV in Sacto several weeks ago, CALPEEK did not say that he had taken a job as Exec. VP with Nelson & Lucas Communications, which has just moved into larger offices at 1029 "J" Street, Ste. 400, Sacto. 95814; (916)443-3354...

- Michelle Emard has been appointed to the Measure M Citizens Oversight Cmt. in Orange Co. Emard works in external affairs for the Western States Petroleum Assn...

- Tom Hall, owner of the Maverick Group in Santa Monica, will be the moderator of a panel on "Celebrities as Candidates & Candidate Surrogates" when the Int'l Assn. of Political Consultants (IAPC) holds its Nov. 5 meeting in Beverly Hills...

- Monica Bondy has joined Sacto-based Cavalier & Associates to serve as chief coalition builder for NO on 161, the Death With Dignity initiative...

- San Joaquin Co. Sup. Doug Wilhoit Jr. has been appointed to the CA Board of Corrections. Senate confirmation required...